INTERBRAND SCHECHTER

NOMETRICS™ QUALITATIVE METHODOLOGY OVERVIEW

PROJECT TYSON

SEPTEMBER 18, 1996

EVALUATION OVERVIEW

The following details the instructions and methodology for conducting the Nometrics™ Qualitative Evaluation.

The methodology is conducted by written silent ballot evaluation in a group setting, except for the initial pronunciation assessment which should be completed by the moderator on a 'one-on-one' basis.

The evaluation is comprised of two sections as follows:

1. Pre-Concept Ratings
   - Pronunciation
   - Connotations & Associations

   [Product Concept Statement]

2. Post-Concept Ratings
   - Attribute Ratings
   - Memorability
   - Rank Order of Names

   [Discussion]

Detailed instructions follow.

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Source: https://www.industrydocuments.ucsf.edu/docs/zlym0004

PRE-CONCEPT RATINGS

Prior to the product concept statement briefing, respondents will complete the first two parts of the evaluation.

This portion of the evaluation provides a 'blind check' on each of the indicated measures.

Pronunciation (conducted via 'one-on-one' interview)

The first section of the evaluation will be administered and completed by the moderator on a private, 'one-on-one' basis. The moderator will provide each respondent with a list of names and ask him or her to read each name aloud. After reading each name, the moderator will initially check the respondent's ease of pronunciation for each name according to the following scale and guidelines:

- *3 = Easily pronounceable*

  Respondent can easily and clearly pronounce the name without interruption or difficulty

- *2 = Some difficulty but still pronounceable*

  Respondent can read the name, but may stumble over enunciation or be confused as to phonetic pronunciation

- *1 = Extremely difficult*

  Respondent has severe difficulty enunciating the name, or cannot attempt to pronounce the name.

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Source: https://www.industrydocuments.ucsf.edu/docs/zlym0004

PRE-CONCEPT RATINGS (cont'd)

Following an assessment of each name's pronunciation, the moderator should then record how the name is phonetically pronounced by each respondent. Moderators should ensure that phonetic translations can be easily understood (e.g. if assessing the name 'AMERICA', it should be phonetically written by the moderator as 'a-MEH-ri-ka'.)

Once completed, each respondent should assemble in the focus group room for the next sections of the evaluation.

Connotations & Associations

In the second section before reading the product concept statement, respondents will be asked to complete the following questions for each name.

Please note, respondents should be made aware that they should not feel obligated to write a response in for every name, for every question.

Imagery and personality

Respondents will be asked to note what imagery and personality dimensions each name springs to mind. Respondents should simply note key words which they feel capture the imagery and personality dimensions of the product. For example if we are evaluating the name XANAX, it might impart imagery such as:

- 'The "Ax" root implies action'
- 'Hard-hitting'
- 'An effective name'
- 'A product that works'
- 'Space-Age', etc.

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Source: https://www.industrydocuments.ucsf.edu/docs/zlym0004

PRE-CONCEPT RATINGS (cont'd)

Negative Connotations

If any obvious negative connotations are immediately apparent, respondents should clearly note them. Respondents should be told not to spend time trying to think up negatives but to indicate what they believe could be problematic issues.

Product Associations

In this section, respondents should note whether the names appear appropriate for a particular type of product. Again, respondents should only indicate those names which appear to have an associative link to a specific category.

Existing Name Associations

Finally, respondents should indicate whether the names remind them of any existing product names.

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Source: https://www.industrydocuments.ucsf.edu/docs/zlym0004

POST-CONCEPT RATINGS

At this point, respondents will then be handed out the product concept statement.

After reading the statement carefully, respondents will then complete the final three parts of the name evaluation. These sections include rating each name against a set of product attributes, testing recall on the names via a memorability check, and rank ordering each of the names according to preference.

Attribute Ratings

After reading the product overview, respondents will be asked to rate each name against a set of product attributes.

Respondents will indicate a number between 1 and 5 to denote the extent to which they feel each name supports each attribute. Please indicate to the respondents, the scale indicates that a score of 5 implies a name that applies extremely well to the attribute, whereas a name that does not apply should score 1.

Memorability

After completing the attribute rating of names, participants will have their attention diverted from the names for five minutes (via a stretch, discussion of the weather, their jobs, etc.).

They will then be asked to perform a memorability check on the proposed name candidates by writing down all of the names that they can recall.

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Source: https://www.industrydocuments.ucsf.edu/docs/zlym0004

POST-CONCEPT RATINGS (cont'd)

Rank Order

Group participants will then be requested to rank order all 12 names in order of preference, taking all factors into consideration (product attributes, imagery associations, connotations, etc.). For the THREE top ranked names, respondents will be asked to explain their reasons for selection. Similarly, respondents will indicate the reasons why they selected their THREE least preferred names.

Respondents should be aware that they should rank ALL names as #1 through #12, indicating rationales for the top and bottom three choices.

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Source: https://www.industrydocuments.ucsf.edu/docs/zlym0004

DISCUSSION

Finally, a brief free-form discussion of the names should be conducted by the moderator. Possible points of discussion include the following:

Were there any names the group specifically preferred and/or disliked? Why?

Were there any names which seemed most (or least) appropriate for this type of product? Why?

Did your name preferences change after you were exposed to the product concept statement? Why?

Which names have the most lasting appeal (think about 10 years from now)? Why?

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Source: https://www.industrydocuments.ucsf.edu/docs/zlym0004

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NOMETRICS: PRONUNCIATION

MODERATOR:
- **ASK RESPONDENT TO SPEAK EACH NAME.**
- **CHECK APPROPRIATE EASE OF PRONUNCIATION.**
- **RECORD PHONETIC PRONUNCIATION.**

NAMES	1 EXTREME DIFFICULTY	2 SOME DIFFICULTY	3 NO DIFFICULTY	PHONETIC PRONUNCIATION
Name 1				
Name 2				
Name 3				
Name 4				
Name 5				
Name 6				

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NOMETRICS: PRONUNCIATION

MODERATOR:
- **ASK RESPONDENT TO SPEAK EACH NAME.**
- **CHECK APPROPRIATE EASE OF PRONUNCIATION.**
- **RECORD PHONETIC PRONUNCIATION.**

NAMES	1 EXTREME DIFFICULTY	2 SOME DIFFICULTY	3 NO DIFFICULTY	PHONETIC PRONUNCIATION
Name 7				
Name 8				
Name 9				
Name 10				
Name 11				
Name 12				

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NOMETRICS: CONNOTATIONS & ASSOCIATIONS

NAMES	Please indicate the imagery and personality which this name brings to mind.	Does this name have any obvious negative associations? If so, please note.	For what type of product do you think this name would be appropriate?	Does this name strongly remind you of any existing product or company names? If so, which?
Name 1				
Name 2				
Name 3				
Name 4				
Name 5				
Name 6				

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NOMETRICS: CONNOTATIONS & ASSOCIATIONS

NAMES	Please indicate the imagery and personality which this name brings to mind.	Does this name have any obvious negative associations? If so, please note.	For what type of product do you think this name would be appropriate?	Does this name strongly remind you of any existing product or company names? If so, which?
Name 7				
Name 8				
Name 9				
Name 10				
Name 11				
Name 12				

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Source: https://www.industrydocuments.ucsf.edu/docs/zlym0004

PRODUCT CONCEPT

This new brand of cigarettes with an unexpectedly bold yet exceptionally smooth taste delivers the true essence of menthol smoking pleasure associated with freedom, fun and new experiences.

Be Bold...Be Smooth.

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NOMETRICS: ATTRIBUTE RATINGS

INSTRUCTIONS: ON A SCALE OF 1 TO 5, RATE EACH NAME AGAINST EACH ATTRIBUTE.
WRITE A NUMBER BETWEEN 1 AND 5 IN EACH BOX TO DENOTE YOUR RATING.
1 = DOES NOT APPLY, 2 = APPLIES SOMEWHAT, 3 = DOES APPLY, 4 = APPLIES WELL, 5 = APPLIES EXTREMELY WELL

NAMES	A NAME SUGGESTIVE OF MASCULINITY	A 'COOL', EXCITING NAME	A NAME WHICH SOUNDS GOOD	AN ENDURING NAME
Name 1				
Name 2				
Name 3				
Name 4				
Name 5				
Name 6				

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Source: https://www.industrydocuments.ucsf.edu/docs/zlym0004

NOMETRICS: ATTRIBUTE RATINGS

INSTRUCTIONS: ON A SCALE OF 1 TO 5, RATE EACH NAME AGAINST EACH ATTRIBUTE.
WRITE A NUMBER BETWEEN 1 AND 5 IN EACH BOX TO DENOTE YOUR RATING.

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NAMES	A NAME SUGGESTIVE OF MASCULINITY	A 'COOL', EXCITING NAME	A NAME WHICH SOUNDS GOOD	AN ENDURING NAME
Name 7				
Name 8				
Name 9				
Name 10				
Name 11				
Name 12				

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NOMETRICS: MEMORABILITY

INSTRUCTIONS: PLEASE WRITE DOWN AS MANY NAMES AS YOU CAN REMEMBER.

		For Moderator use only			
#	WRITE NAME	STIM	1	2	3
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					

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NOMETRICS: RANK ORDER

INSTRUCTIONS: TAKING INTO ACCOUNT ALL 12 NAMES ON BOTH PAGES, PLEASE WRITE A NUMBER IN THE COLUMN NEXT TO THE NAMES. START WITH YOUR MOST PREFERRED NAME AND GIVE IT A '1'. GIVE YOUR SECOND MOST PREFERRED NAME A '2' AND SO ON. AFTER RANKING ALL NAMES, GIVE REASON FOR YOUR TOP 3 AND BOTTOM 3 CHOICES.

NAMES	RANK	PLEASE BRIEFLY STATE THE REASONS FOR YOUR TOP THREE AND BOTTOM THREE PREFERENCES (RANKS 1, 2, 3 AND10, 11, 12)
Name 1		
Name 2		
Name 3		
Name 4		
Name 5		
Name 6		

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NOMETRICS: RANK ORDER

INSTRUCTIONS: TAKING INTO ACCOUNT ALL 12 NAMES ON BOTH PAGES, PLEASE WRITE A NUMBER IN THE COLUMN NEXT TO THE NAMES. START WITH YOUR MOST PREFERRED NAME AND GIVE IT A '1'. GIVE YOUR SECOND MOST PREFERRED NAME A '2' AND SO ON. AFTER RANKING ALL NAMES, GIVE REASON FOR YOUR TOP 3 AND BOTTOM 3 CHOICES.

NAMES	RANK	PLEASE BRIEFLY STATE THE REASONS FOR YOUR TOP THREE AND BOTTOM THREE PREFERENCES (RANKS 1, 2, 3 AND10, 11, 12)
Name 7		
Name 8		
Name 9		
Name 10		
Name 11		
Name 12		

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Source: https://www.industrydocuments.ucsf.edu/docs/zlym0004